

Mother's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	\$1.1 BILLION	73%
FLOWERS	\$3.2 BILLION	74%
EVENING OUT	\$6.3 BILLION	61%
GIFT CARDS	\$3.5 BILLION	53%
CLOTHING	\$3.2 BILLION	48%
JEWELRY	\$6.8 BILLION	42%
ELECTRONICS	\$3.2 BILLION	22%

OVERALL MOTHER'S DAY SPENDING



84%

Of people plan to celebrate Mother's Day in the U.S.



35%

Online shopping is the most popular shopping destination.



\$259.04

Average expected spending on Mother's Day in the U.S.



\$34.1 BILLION

Planned spending in the U.S. on Mother's Day in 2025, second highest following last year's total of \$33.5 billion.

MISSOURI FACTS



10,713

The number of restaurants in Missouri to take your mother to brunch on a special outing.



OLIVER & CHARLOTTE

The most popular baby names in Missouri according to the Social Security Office in 2023.



76,199

The numbers of mothers, ages 15 to 50, who gave birth in 2023.



17,500

The estimated number of Missouri workers in the child care services industry in 2024.